



## PRESS RELEASE

### Ipsos Launches Audit Service to Help Workplaces Reopen Post-Lockdown

Ipsos' Workplace Health & Safety Compliance Audits help companies meet new safety regulations and alleviate employee health concerns.

Ipsos, a world-leading research and insights organization, is proud to unveil its Workplace Health & Safety Compliance Audit service, designed to help business operators and property management companies monitor and measure office-level compliance with new health and safety policies.

Even as the economy and businesses are reopening, anxiety around coronavirus exposure persists. A recent Ipsos poll revealed that only 55% of Americans would be comfortable returning to their workplace, and 83% of employees think their company should be responsible for providing personal protection equipment or implementing distancing protocols in the workplace. To reopen – and stay open – employers will need to create a work environment that adheres to the new government standards and monitor that these practices are consistently operationalized across all office locations.

Ipsos' Workplace Health & Safety Compliance Audits measure how, and if, businesses meet government safety standards and monitor the execution of new company policies across all office locations – in the US or around the world. The audits are conducted by an Ipsos-certified auditor and are customized based on geographic footprint and state, local and company-specific protocols. The audits help successfully plan a reopening by asking key questions:

- Are employees required to wear masks? New Ipsos data finds 35% of full-time employees say their company should implement a policy which makes them mandatory in the workplace. And, 48% think employers should provide them.
- Is hand sanitizer available throughout the office? New Ipsos data finds 57% of full-time employees think companies should provide hand sanitizer for staff.
- Are high-traffic areas and amenities being cleaned thoroughly and more often? New Ipsos data finds most full-time employees are concerned about restrooms (48%), kitchen/cafeteria areas (31%), and personal workspaces (28%).





## PRESS RELEASE

Other areas of measurement can include: distancing practices in common areas, physical separators in high traffic areas like reception, hands-free options available for doors and bathrooms, staff awareness and compliance of safety protocols, and more.

Companies that participate in the Workplace Health & Safety Compliance Audits will receive access to an online portal that will allow facility personnel and senior management to review results of each audit, documenting performance against set safety goals. Ipsos will also provide consultative and action planning services focusing on how companies can improve in key safety areas.

The Workplace Health & Safety Compliance Audits can be a one-time assessment, but Ipsos strongly recommends ongoing audits as the best practice. Successive audits will allow management to act and measure each location's performance on an ongoing basis.

Pierre Le Manh, Ipsos CEO North America & Global Deputy CEO, based the Workplace Health & Safety Compliance Audits on his desire to ensure all Ipsos personnel reentering their workspaces can rest assured that their safety is priority number one. *"The health and safety of our staff and all who enter our workplaces remains our number one focus,"* he said. *"If it was possible, I personally would be at each of our Ipsos office openings to ensure that safety is at the forefront of our efforts."*

With a challenging road ahead, businesses must be proactive while planning and executing their reopening. The cost of not doing so is too great.

Joe Kromer, Ipsos Vice President, believes a lot is at stake in the reopening and monitoring of the new 6-foot office environment. *"Businesses who experience an outbreak due to lax safety standards risk a lot: the safety of their employees, a loss of trust and reputation from employees and consumers alike, an erosion of company culture, and a loss in productivity, sales and profit. There are also risks of having to close offices all over again, costly fines, and litigation – not to mention rents paid on unused offices. This kind of damage can be hard to reverse."*

Ipsos' customized Workplace Health & Safety Compliance Audits can help every business, in every industry, keep their employees safe and offices open.

<https://www.ipsos-retailperformance.com/us/services/mystery-shopping/workplace-health-safety-compliance-audit/>

[Join us on July 30<sup>th</sup> to hear more about this study.](#)

For more information on Ipsos' Workplace Health & Safety Compliance Audit, please contact:

Al Goldsmith  
Vice President  
[al.goldsmith@ipsos.com](mailto:al.goldsmith@ipsos.com)



## PRESS RELEASE

### About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

The publication of these findings abides by local rules and regulations.